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AI-powered firm's tech could expand planning market exponentially
By Rob Burgess
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Automated financial planning with the help of artificial intelligence may pose a significant disruption to existing players in the market, and a new startup is leading the way.

AI-driven financial planning and advice platform Quinn debuted on Tuesday with an $11 million seed funding round. The funding for the New York City-based firm was led by Viola Fintech with the participation of existing investors.

Royi Markowitz, co-founder and CEO, started the company 3½ years ago with Asaf Amir, co-founder and chief technology officer. Markowitz told Financial Planning that their goal was to use technology, specifically AI, to scale financial planning advice "and help the industry open up to brand new markets and reach people that would have never had access to proper financial planning advice."

The Quinn platform can be embedded within advisors' current technology stacks as either co-branded or white-labeled, allowing for API integration with existing systems. Clients complete comprehensive financial assessments and Quinn generates a financial plan using AI with actionable insights.

Jonathan Dane, chief investment officer of Quinn, said that the financial plans they produce go beyond generic advice like building an emergency fund and paying down debt.

"What we wanted to build, and what we realized most people need, is a truly actionable, step-by-step plan that's giving you specific insights," he said. "The financial planning engine that we built from the ground up takes the customer data that comes in, and it creates an actionable plan to the dollar amount. It tells you exactly what you need to do. 'You need a $2,400 emergency fund. You should be saving based upon all that we know about you, $200 a month for that. You have $50,000 in debt. Here's exactly how much to pay for each debt you need to put money into an investment account. Here's how you maximize your retirement.'"

Dane said customer feedback on the level of detail "has been phenomenal."

"They aren't getting this generic advice that other people give them," he said. "They're getting the advice that an actual CFP or financial advisor would give them, and they're getting it instantly and being able to act on it. That's been one of the most important things about how we built Quinn from the ground up, from day one."

Markowitz said with the AI, everything runs internally within Quinn's algorithms and models.

"All the data stays within a closed environment within our platform, so that is how we use AI in a safe manner while providing high value," he said.

Though he declined to provide specific figures, Markowitz said the price for Quinn includes basic setup fees, a minimum platform fee, and a per on-boarded yearly user fee. He also declined to give a specific number of current users, other than saying it's already in the "tens of thousands."

"We expect that to grow two to three times in the next six to 12 months," he said.

Quinn's AI-powered platform represents a potentially major shift in how financial institutions can expand their advisory capabilities beyond traditional limits, said William Trout, director of securities and investments at technology data firm Datos Insights.

"By automating core planning tasks, Quinn enables advisors to serve dramatically more clients while maintaining personalized service quality," he said. "This creates a multiplier effect on advisor productivity, allowing CFP professionals to focus on high-value human interactions while AI handles comprehensive plan generation and routine analysis."

This advancement poses significant competitive pressure on established players like Envestnet MoneyGuide, eMoney Advisor and RightCapital, said Trout. While these platforms have historically focused on advisor tools and client portals, Quinn's embedded approach integrates directly into financial institutions' existing infrastructure, offering seamless API deployment and co-branded experiences, he said.

"This embedded model could disrupt the traditional software-as-a-service approach by making financial planning more accessible and immediate for end-consumers, potentially reshaping the entire financial planning technology landscape toward more democratized, AI-driven advice delivery," he said.